1 - 43. Please cancel claims 1 - 43 without prejudice to reinstate the same at a later time, i.e., without disclaimer.

Please add new claims 44 - 108.

44.   (new) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an initial funding premium for said life insurance financial product;

subtracting funding charges from said initial funding premium and determining an initial cash surrender value for said life insurance financial product thereafter;

allocating said initial funding premium to one or more sub-accounts of different financial investment funds or accounts;

on a daily basis, determining account values for said different funds and accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting daily a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

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45.   (new) A computerized method for a life insurance product as claimed in claim 44 wherein the computerized method defines the funding of said life insurance financial product therein, effects the subtraction of said funding charges and effects the deducting of said cost of said at-risk insurance amount.

46.   (new) A computerized method for a life insurance product as claimed in claim 44 wherein determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with retaining the tax status of life insurance under current law.

47.   (new) A computerized method for a life insurance product as claimed in claim 44 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

48.   (new) A computerized method for a life insurance product as claimed in claim 47 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

49.   (new) A computerized method for a life insurance product as claimed in claim 44 wherein said different financial investment funds or accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

50.   (new) A computerized method for a life insurance product as claimed in claim 44 wherein subtracting said funding charges involves subtracting funding charges from the group of funding charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

51. (new) A computerized method for a life insurance product as claimed in claim 50 wherein said funding charges are subtracted prior to determining account values and calculating said corresponding cash surrender value.

52. (new) A computerized method for a life insurance product as claimed in claim 44 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

53. (new) A computerized method for a life insurance product as claimed in claim 44 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

54. (new) A computerized method for a life insurance product as claimed in claim 45 wherein determining said life insurance base death benefit amount sufficient to retain said life insurance status is correlated with retaining the tax status of life insurance under current law.

55. (new) A computerized method for a life insurance product as claimed in claim 54 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

56. (new) A computerized method for a life insurance product as claimed in claim 55 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

57. (new) A computerized method for a life insurance product as claimed in claim 56 wherein said different financial investment funds or accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

58.   (new) A computerized method for a life insurance product as claimed in claim 57 wherein subtracting said funding charges involves subtracting funding charges from the group of funding charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

59.   (new) A computerized method for a life insurance product as claimed in claim 58 wherein said funding charges are subtracted prior to determining account values and calculating said corresponding cash surrender value.

60.   (new) A computerized method for a life insurance product as claimed in claim 59 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

61.   (new) A computerized method for a life insurance product as claimed in claim 60 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

62.   (new) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an initial funding premium for said life insurance financial product;

determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said

death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

63.   (new) A computerized method for a life insurance product as claimed in claim 62 including deducting daily said cost of said at-risk insurance amount.

64.   (new) A computerized method for a life insurance product as claimed in claim 62 including determining said initial cash surrender value after accounting for initial funding charges.

65.   (new) A computerized method for a life insurance product as claimed in claim 64 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

66.   (new) A computerized method for a life insurance product as claimed in claim 65 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

67.   (new) A computerized method for a life insurance product as claimed in claim 62 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

68   (new) A computerized method for a life insurance product as claimed in claim 62 wherein determining said death benefit amount is determining a life insurance base death benefit amount

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sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

69.   (new) A computerized method for a life insurance product as claimed in claim 62 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

70.   (new) A computerized method for a life insurance product as claimed in claim 69 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

71.   (new) A computerized method for a life insurance product as claimed in claim 62 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

72.   (new) A computerized method for a life insurance product as claimed in claim 62 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

73.   (new) A computerized method for a life insurance product as claimed in claim 62 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

74.   (new) A computerized method for a life insurance product as claimed in claim 62 including determining said initial cash surrender value after accounting for initial funding charges.

75.   (new) A computerized method for a life insurance product as claimed in claim 74 including accounting for initial funding charges, said initial funding charges being one or more charges from

the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

76.   (new) A computerized method for a life insurance product as claimed in claim 75 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

77.   (new) A computerized method for a life insurance product as claimed in claim 76 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

78.   (new) A computerized method for a life insurance product as claimed in claim 77 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

79   (new) A computerized method for a life insurance product as claimed in claim 78 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

80.   (new) A computerized method for a life insurance product as claimed in claim 79 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

81.   (new) A computerized method for a life insurance product as claimed in claim 80 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

82.   (new) A computerized method for a life insurance product as claimed in claim 81 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

83.   (new) A computerized method for a life insurance product as claimed in claim 82 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

84.   (new) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an funding initial funding premium for said life insurance financial product;

 determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

upon fluctuation of said investment accounts or on a daily basis, determining account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining a death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product, said death benefit amount increasing and decreasing based upon said corresponding cash surrender value; and,

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain said life insurance status.

85.   (new) A computerized method for a life insurance product as claimed in claim 84 wherein determining said death benefit amount involves determining a life insurance base death benefit amount for said insured as a function of said corresponding cash surrender value sufficient to retain life insurance status under a net single premium method based on age declining ratio to cash value amount for said life insurance financial product and age of the insured and his/her risk classification and smoking status, said life insurance base death benefit amount increasing and decreasing based upon said corresponding cash surrender value.

86.   (new) A computerized method for a life insurance product as claimed in claim 84 including deducting daily, or upon said fluctuation of said investment accounts, said cost of said at-risk insurance amount.

87.   (new) A computerized method for a life insurance product as claimed in claim 86 including determining said initial cash surrender value after accounting for initial funding charges.

88.   (new) A computerized method for a life insurance product as claimed in claim 87 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

89.   (new) A computerized method for a life insurance product as claimed in claim 88 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

90.   (new) A computerized method for a life insurance product as claimed in claim 84 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

91   (new) A computerized method for a life insurance product as claimed in claim 84 wherein determining said death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

92.   (new) A computerized method for a life insurance product as claimed in claim 84 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

93.   (new) A computerized method for a life insurance product as claimed in claim 92 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

94.   (new) A computerized method for a life insurance product as claimed in claim 84 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

95.   (new) A computerized method for a life insurance product as claimed in claim 84 including minimizing said cost of said at-risk insurance amount in order to maximize said cash surrender value for said life insurance financial product.

96.   (new) A computerized method for a life insurance product as claimed in claim 84 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.

97.   (new) A computerized method of establishing and maintaining a financial product as a life insurance product for an insured party comprising:

processing an initial funding premium for said life insurance financial product with;

determining an initial cash surrender value for said life insurance financial product by accounting for said initial funding premium allocated in one or more investment accounts;

minimizing life insurance costs by:

determining daily account values for said investment accounts and calculating a corresponding cash surrender value for said life insurance financial product;

determining daily a minimum amount of life insurance death benefit for said insured as a function of said corresponding cash surrender value, said minimum life insurance with death benefit being that minimum required to maintain said life insurance financial product as life insurance and said death benefit amount increasing and decreasing based upon said corresponding cash surrender value;

deducting a cost of an at-risk insurance amount corresponding to said death benefit amount from said corresponding cash surrender value sufficient to retain life insurance status for said life insurance financial product.

98.   (new) A computerized method for a life insurance product as claimed in claim 97 wherein said minimum life with death benefit being that minimum required to maintain said life insurance

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financial product as life insurance is based upon said daily cash surrender value and an age declining ratio to cash value amount for said life insurance financial product.

99.   (new) A computerized method for a life insurance product as claimed in claim 97 including deducting daily said cost of said at-risk insurance amount.

100.   (new) A computerized method for a life insurance product as claimed in claim 97 including determining said initial cash surrender value after accounting for initial funding charges.

101.   (new) A computerized method for a life insurance product as claimed in claim 100 including accounting for initial funding charges, said initial funding charges being one or more charges from the group of charges including a premium sales charge, a premium federal tax charge, a premium state tax charge, and premium administrative charge.

102.   (new) A computerized method for a life insurance product as claimed in claim 101 wherein said funding charges are subtracted from said initial cash surrender value prior to determining account values and calculating said corresponding cash surrender value.

103.   (new) A computerized method for a life insurance product as claimed in claim 97 including investing the cash surrender value of the life insurance financial product in one or more financial investment accounts, including different investment funds, and calculating the cash surrender value of the life insurance financial product as a function of gains and losses on said investment accounts and funds.

104.   (new) A computerized method for a life insurance product as claimed in claim 97 wherein determining said life insurance death benefit amount is determining a life insurance base death benefit amount sufficient to retain said life insurance status which status correlated with retaining the tax status of life insurance under current law.

105.   (new) A computerized method for a life insurance product as claimed in claim 97 including funding said life insurance financial product with additional funding premiums; and setting forth, in a schedule, said additional funding premiums, said schedule set forth in a policy established at the time said life insurance financial product is issued.

106.   (new) A computerized method for a life insurance product as claimed in claim 105 wherein funding said life insurance financial product with additional funding premiums as per said schedule includes the step of not establishing insurability of said insured.

107.   (new) A computerized method for a life insurance product as claimed in claim 97 wherein said investment accounts provide earnings and including deducting, from said earnings, the cost of said at-risk insurance amount.

108.   (new) A computerized method for a life insurance product as claimed in claim 97 including re-allocating said corresponding cash surrender value into other financial investment funds or accounts and thereafter determining account values and the corresponding cash surrender value.